

Caroline Bates

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PROFILE

- Versatile Print Designer with 20 years experience working for various brands within retail & supply.
- Diverse expertise in Photoshop & Illustrator. Trained different levels of competences in Photoshop from basic to advanced.
- Technical knowledge of printing with Indian & Chinese factories.
- High hit rate of trend driven, best selling prints.
- Digital manipulation, hand drawing & painting.
- Directing photoshoots and digital photography retouching.

ONGOING PERSONAL PROJECT

Photographer, Caroline Joanne Photography, Northants — 2018 to present

- Newborn photographer. Photograph high quality images for print & online distribution.
- Designed logo and all brochures for the business, keeping colours & fonts consistent.
- Designed & built responsive websites for Word Press. Responsible for all SEO and marketing.
- Work with professional Canon camera and studio lighting.
- Liaise with clients in order to plan & provide styling for each shoot.
- Retouch & enhance images in photoshop & camera raw, high hit rate of top package purchases.
- Responsible for contracts, budgets, lab orders and all enquiries.

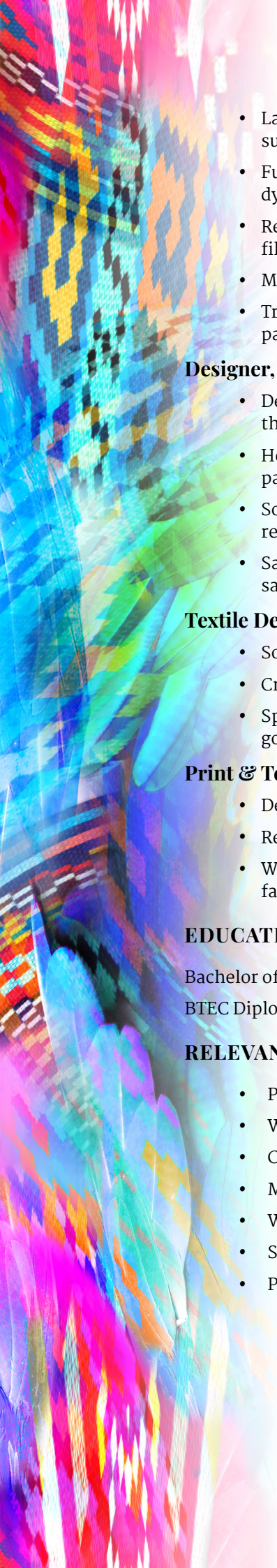
EXPERIENCE

Freelance Print Designer — 2011 to Mar 2022

- Adapted to multi roles as a freelancer. Liaised daily with in-house designers & buyers. Worked to briefs on time sensitive projects, prioritising and communicating throughout each project.
- Fast thinking, problem solving and making decisions were key in producing commercial prints within a certain timescale.
- Managed expectations with a great degree of professionalism.
- Produced 12 colour screen prints, digital prints, reworked bought hangers & vintage prints. Converted digital prints into 12 colour screen prints.
- Worked across Womenswear and Accessories departments at Debenhams.
- Other retails clients include Monsoon, Monsoon Accessorize, New Look, Bonmarche and Debenhams Childrenswear.
- Suppliers for M&S include Stuart Peters, Maxella, Courtaulds & Dewhirst. As well as John Adam for Miss Selfridge, Forever 21 & DP.
- Various studio work including Beyond the Skies & Jack Jones.

Print Designer, Debenhams, London — 2005 to 2011

- Sole print, embellishments & graphic tee designer for Rocha. John Rocha range.
- Worked towards strategy meetings & critical path deadlines for production in India, HK & Turkey.
- Took leadership of the print team to co-ordinate print & catwalk trends. Briefed freelance designers.
- Drove strong global print trends within casual wear & created brand focused trends that reacted to global trends whilst also retaining brand identity.

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- Large emphasis on catwalk analysis, delivering key print messages to buyers, designers and suppliers. Directed buyers & designers towards categories suitable to their brand.
 - Full responsibility for range building prints, producing hero, sister & ditsy prints to create a dynamic succinct print range.
 - Repeats, recolours & colour separation using Photoshop & Illustrator & preparing factory ready files and specs.
 - Managed diverse, heavy & challenging workloads across multi brands.
 - Travelled to India to work alongside Debenhams supply base, involved in briefing sessions & fast paced designing. Sourced new beads, sequins & trims in HK.

Designer, J-Two Inc. New York — Feb 2003 to Dec 2004

- Designed cotton ramie knit sweaters for a leading manufacturer of ladies hand-made sweaters in the USA. Sweaters were featured on the Home Shopping Network.
- Heavily embroidered & embellished designs. Accurate specs drawn to quarter scale with detailed packs containing stitch notes, colour refs, bead & trim samples and button designs.
- Sourced all beads & trims in NYC & ordered large quantities to specific price points & time restraints for production in China.
- Sales results were reported back to the team after each TV appearance, total sales per sweater & sales per minute were identified.

Textile Designer, European Textile Collection. NY — Sept 2002 to Feb 2003

- Solely responsible for building a portfolio of fabric embroidered designs.
- Created trend driven fashion & textile artworks for the American womenswear market.
- Specialised in machine & hand embroideries, appliqués & beadworks, all of which sold at a very good rate.

Print & Textile Designer, Tom Cody Design Studio. NY — Oct 2000 to Aug 2002

- Designed print & embroidery hangers for the contemporary womenswear market.
- Responsible for working to specific design briefs with tight deadlines.
- Worked in a variety of media including hand and machine embroideries, appliqués, beadwork, fabric dyeing & heat press techniques.

EDUCATION

Bachelor of Arts (Hons), Fashion Design, 2000 — University of Northumbria at Newcastle

BTEC Diploma, Foundation Studies in Art & Design, 1996 - Oldham College

RELEVANT SKILLS

- Passionate about designing to a high standard with a sharp eye for detail
- Work collaboratively within a team & highly motivated working independently
- Calm under pressure with a great ability to adapt to change and solve problems
- Multi disciplined to different areas of design & photography
- Work to tight deadlines in fast paced environments
- Strong verbal communicator
- Project management and organisational skills